

LONE STAR MOTOR CO. WILL SOON MOVE TO MAGNIFICENT NEW HOME

Manager E. G. Perry Ready to Open for Business in New Structure About January First; Will Occupy Entire Four Floors and Basement and Will Render Service of Every Kind to Automobile Owners.

THE MAGNIFICENT new building installed throughout the city, which is now under construction, will be occupied by the Lone Star Motor company in a new building. The building is situated on the corner of San Antonio street and is 125 feet on San Antonio street by 100 feet on Leon street. Solid windows used in the most modern buildings in the larger cities afford light on these two sides, and every convenience for health and comfort have been installed.

Studebaker Branch
Assistant Manager
With Elliott-Garrett

The Elliott-Garrett company had as a guest the latter part of the week H. J. Raymond, assistant branch manager of the Dallas branch of the Studebaker Motor company, who is now in charge of the Dallas branch of the Studebaker Motor company, and part of Oklahoma.

He is strongly of the opinion that the automobile will be a better buy than any other car at once, and spoke as follows along these lines:

"While the business enjoyed by the Studebaker is the best ever known in its history, I would advise those who are going to buy cars to buy them now. I look for a difficulty in getting cars as early as February first of the next year, due to the necessity of all auto plants helping the government in the output of war commodities. This will curtail production. And, too, it is becoming harder to find the raw materials that go into the making of automobiles. Besides all this, the government has asked all automobile factories to cut their output of pleasure cars to about half. This is on top of a falling off of 25 percent in the 1917 business over the 1916 business.

"We contend that the Studebaker series 18 cars are without equal, and that it becomes necessary to go into the higher priced cars to equal the moderate priced Studebaker. Many users of high priced cars are turning to the Studebaker, as it means a saving in these times of stress, and at the same time the getting of the same service and comfort out of their car as of old.

"We are more than pleased with the live agents we have representing us in this territory and our sales here have kept pace with the times, and reflect the same demand for our car as in other sections."

STEARNS-KNIGHT CARS ARRIVE

The White-Hobbs Motor Sales company reports the arrival of the new Stearns-Knight cars. In speaking of the arrival of the Stearns, W. E. N. Taylor, sales manager, said:

"We are introducing something entirely new in El Paso in the way of a modern car. This car is for people who are fastidious, and who want a car that is out of the ordinary. There is a great treat and a big surprise in store for El Paso motorists.

"It has been reported that we will no longer handle the Lexington line of cars. I wish to state that this is an error and that we will continue to sell and give service for these automobiles as in the past."

DODGE BUILDS NEW WAR PLANT

Record Time Made in Constructing Huge New Structure.

Detroit, Mich., Dec. 15.—There is no doubt in the minds of Detroit residents about the government's determination to respond promptly and efficiently to the war effort. This is especially true in the case of the Dodge Brothers, who have been building war plants since the war began. The new rush started only recently, and the new structures are being put together with amazing speed to handle immense new contracts for the government. No shortness of materials handicaps these undertakings. Everything comes under government priority order.

Probably the most prominent example, both in magnitude and dispatch, is the immense new plant which will house the Dodge Brothers' automobile plant. The day after a contract for millions of dollars' worth of war equipment, over eight hundred of men, teams and machines, was on the ground, excavating and unloading. The work was done with great rapidity. The force of workers being enlarged as fast as laborers and mechanics are available. Over night scores of cranes were transformed into broad level floors of concrete. Great masses of material are piling up on all sides in readiness for a building which will measure 575,000 feet. It is intended to have the plant in operation next spring, with thousands of workmen employed. The entire work is in charge of Dodge Brothers' own construction superintendent.

Dodge Brothers' willingness to accept this contract was induced by their realization of the necessity for prompt and complete cooperation with the government and not through any desire to make a business out of it. As in the case of their motor car industry, the Dodge Brothers are their own executives and their own directors. There were no prolonged negotiations, no debates. When the government asked them to take over the construction of the war plant, the work was ordered, and it is being done.

Lodge Brothers are building the plant entirely apart from their motor car factory. Neither will interfere with the other.

Not only are Dodge Brothers now engaged with this tremendous project, but they are building hundreds of cars for service in the army, both of the passenger and commercial type. The latter is similar in almost all details to the Dodge Brothers' commercial car on which deliveries began a few weeks ago.

As a whole, the automobile industry is cooperating with the government on a vast scale, and the public generally imagines, this being one example of the energetic spirit which is enabling the country to get to the front promptly with men and supplies.

SOUTHERN CO. LETS AGENCIES

L. M. Cregor Meets Great Success in New Mexico and Arizona.

L. M. Cregor reports a very successful trip to New Mexico. Accompanying him was George W. Ziegler, representative for Republic Electric Co., Mr. Cregor established agencies for the Republic at the following places: Kistler Overland company, of Albuquerque; Gordon's Garage, of Gallup; Portner Auto company, of Santa Fe; Carlsbad Auto company, of Carlsbad; the Press Auto company, of El Paso; and the York Motor company, of El Paso. A large number of the public was told to each of the following concerns:

Kistler Overland company, Albuquerque; Southwestern Buick company, of El Paso; and the Republic Electric company, of El Paso.

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MITCHELL CO. HAS XMAS PLAN

Motor Owners Are Asked to Distribute Gifts to Needy Persons.

If you can't give anything this Christmas take something—meaning you can deliver a gift given by some one else—its a scheme projected by the Mitchell Motor company, of El Paso. The company has a plan for distributing gifts to needy persons. The plan is to have a list of needy persons, and to have a list of motor owners who are willing to give a gift to a needy person. The plan is to have a list of needy persons, and to have a list of motor owners who are willing to give a gift to a needy person.

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H. W. Bauder Back From Trip To Deming and Douglas This Week

H. W. Bauder, owner of the American Auto Supply company, made a business trip to Deming and Douglas this week in the interest of the company's line of tires and accessories, and for the purpose of demonstrating the company's products.

Mr. Bauder, "Owing to present conditions and to the fact that traveling means a 60 percent tire cost, this business is growing rapidly. In regard to the roads on this trip, I found some of them very good, but others were bad. In general they were fair between El Paso and Deming, considering the heavy travel. It would seem that Deming would profit very much by putting up more good roads in the vicinity of the town. I found the roads between Lordsburg and Lordsburg, and it is advisable to take the road from Lordsburg to Lordsburg. The reason for this is that the road is in the best condition, and it is in keeping with the general tendency of the people to Hooverize to the limit."

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Cadillac Sales Co. Reports the Cadillac Sales Keeping Up

The Cadillac Sales company is doing a good business in this car, having sold a Cadillac roadster early this week to S. S. Gordon, and a Cadillac touring car to H. S. Robinson, a well known El Paso cattleman.

C. P. Henry after having been back from the east for a week says that the prospects for the future look good, but that he would advise all people who are contemplating buying cars to buy now, owing to the likelihood of a difficulty in getting cars for immediate delivery later in the ensuing year.

Edmund Gardner of the Cadillac in speaking of this car, said, "The richest man in America drives a Cadillac himself. In the face of the fact that he has many other cars driven by his chauffeurs. The reason for this undoubtedly is that he derives pleasure from driving this comfortable and easily driven car. We have reason to believe that the Cadillac is the greatest car on the market."

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Charged With Dyeing Army Clothing, Don Smith Held By Police

While wearing an army shirt which he is said to have dyed, Don Smith, an east El Paso watchman who was arrested Friday afternoon on Alameda avenue by an officer of the city detective department.

In a statement made at police headquarters, Smith said he had been stopped one day last week by soldiers near the canal street bridge, and had been given two shirts. He had also bought an army overcoat, he said, for \$5, and had afterward dyed all three garments because he "didn't like the color." "I did not know it was against the law to wear army clothing," he said.

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PHONE 2017.

"Exide"

THE GIANT THAT LIVES IN A BOX



Removal Notice

The Exide Battery Service Station is at your service in a new

Modern Home

On Mesa and Wyoming Streets

Exide Batteries Battery Parts

Delco Parts

Exide Battery Service Station

Mesa and Wyoming Streets

Announcing

The consolidation of the Toltelk Motor Co. and the Saxon Agency under the name of

BORDER MOTOR CO., Inc.

The officers are: J. A. Krakauer, President; A. H. Stephens, Secretary and Treasurer, and R. W. Deason, Manager.

PAIGE and SAXON pleasure cars and BETHLEHEM trucks will be distributed in El Paso and the Southwest territory.

The salesroom and modern service station will be maintained at 503 Montana Street, and all Paige and Saxon owners are cordially invited to call regularly and have their cars inspected.

BORDER MOTOR CO.

"Service That Satisfies"

505 Montana St. Phone 1750.

ASK

Any Tire Man If This Is Not True

A tire begins to overwork and overwear the moment the air pressure in it falls short of the inflation prescribed for it by its makers.

If your tires require 80 lbs. of air and slowly leak down to 60 lbs. they are on the quick road to the scrap heap.

A tire containing 60 lbs. of air looks and feels exactly like one containing 80 lbs. of air. Try it.

Miltonite will eliminate slow leaks and punctures, thereby maintaining the proper air pressure.

Miltonite Sales Co.

Phone 2539 118 N. Kansas St.